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AMENDMENTS TO THE CLAIMS

Kindly amend the claims as follows:

1 - 10. (Cancelled)

11. (Currently Amended) A counterfeit detection method comprising:

reading a label on-attached to a retail productmanufactured item, said label incorporating a manufacturer-controlled identification number;
querying a third party authority to verify that said item is a genuine product of its indicated manufacturer; and
providing generating a certificate of authenticity to provide to a purchaser of said retail productitem if said querying yields an affirmative resultif an identification code encoded in said label and identifying said retail product is registered by a third party authority to a store from which said retail product is to be bought.

12. (Previously Presented) The method according to claim 11 and wherein said reading comprises scanning said label with a bar code reader.

13. (Currently Amended) The method according to claim 11 wherein said identification number is encoded in said label and wherein said identification encoded number is one of the following code types: one-dimensional bar code, two-dimensional bar code, RFID tag and a magnetic tag.

14 - 21. (Cancelled)

22. (Currently Amended) A point of sale unit comprising:

a reader to read a label attached to a retail productmanufactured item, said label incorporating a manufacturer-controlled identification number; and

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a unit-verifier to query a third party authority authentication unit to certify verify that the authorized owner of said item is a genuine retail product of its indicated manufacturer; and is the owner registered in said point of sale unit.
a printer to generate a certificate of authenticity if said query yields an affirmative result.

23 - 24. (Cancelled)

25. (Original) The unit according to claim 22 and wherein said reader comprises one of the following readers: a one-dimensional bar code reader, a two-dimensional bar code reader, an RFID tag reader, and a magnetic tag reader.

26. (Currently Amended) A method according to claim 11 and wherein a database maintained by also comprising: said third party authority stores identities of commercial entities between whom said items are transferred said third party authority tracking title to retail products from manufacture until point of sale, each of said items retail product having its own identification code number.

27. (New) A method according to claim 26 and wherein said querying occurs when said purchaser is purchasing said item at a store.

28. (New) A method according to claim 27 and wherein said result is affirmative when said store is recorded in said database as having authorized possession of said item.

29. (New) A counterfeit detection method comprising:

maintaining a database cataloguing the following:

manufactured items identified by manufacturer-controlled identification numbers; and

commercial entities between which said items are transferred from manufacture until point of sale;

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receiving a query from a store regarding a particular one of said identification numbers wherein said particular identification number is associated with a particular one of said items; and

providing an affirmative response to said query if said store is recorded in said database as having authorized possession of said particular item.